

customized proposal for a customer of a selling entity to facilitate a sale of a commodity offered for sale by the selling entity to the customer, the computer system including a memory arrangement and at least one processing unit, the method comprising the steps of:

storing, in the memory arrangement, a plurality of selling entity images, each of said selling entity image having a corresponding visual impression characteristic which the customer of the selling entity identifies with the selling entity;

developing a customer solution for the customer based on customer information received in the computer system, the customer information representing an interest of the customer in the commodity;

retrieving a selling entity image from the plurality of selling entity images;

generating a proposal image by integrating a customer solution specific image with the selected selling entity image to reflect a portion of the customer solution in a manner which maintains the corresponding visual impression characteristic of the selected selling entity image; and

outputting the proposal image for presentation of the customer solution to the customer in a manner which reinforces the identity of the selling entity.

12. (Once Amended ) A computer [system] implemented method of generating a customized presentation item to facilitate a sale of a product offered for sale by the selling entity to a plurality of different types of customers, the computer system including a memory arrangement and at least one processing unit, the method comprising the steps of:

storing one or more selling entity elements in the memory arrangement, the selling entity element being identifiable with the selling entity by customers of the selling entity;

storing a plurality of customer type elements in the memory arrangement, the customer type elements corresponding to different types of customer for the product offered for sale by the selling entity;

receiving customer profile information of a particular customer;

receiving information indicative of the particular customer's interests in the product;

generating a customer solution for the particular customer based on the customer's